



Experience Cloud

Tipos de Comunidades e
Licenças

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Licenças de Usuários

Dois Tipos Básicos de Licenças de Usuários



Customers (Clientes):

- Clientes
- Compradores
- Pacientes
- etc.



Partners (Parceiros):

- Canais de Representantes de Vendas
- Parceiros
- Fornecedores
- Revendedores
- etc.



Licenças Funcionários



Usuários Internos podem Acessar Sites ou Portais de Comunidade (Experience)

- As licenças de usuário de Experience Cloud são para **usuários externos**.
- Funcionários e **usuários internos possuem licenças de CRM** (plataforma), por exemplo:
 - Sales Cloud
 - Service Cloud
 - Communications Cloud Advanced
- **Usuários Internos podem ter acesso a qualquer comunidade (Experience Site)**

* Employee logins or log-in-as don't count towards customer or partner login allocations for the org.

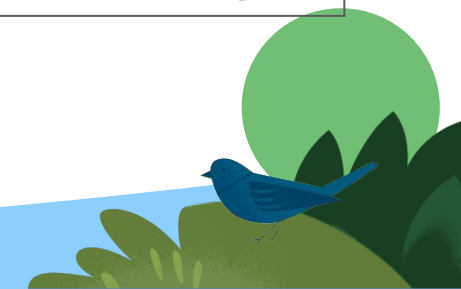
SKUs Vs. Licença

Uma Rápida Distinção



SKU Tier (click for more)	User Licenses Provisioned (what your customer sees)	What it's For **
Commerce Portal	External Apps External Apps Login	Entry level user licenses for any Site in an org.**
Customer Community	Customer Community Customer Community Login	Customer-focused user licenses for any org Site.**
Customer Community Plus	Customer Community Plus Customer Community Plus Login	Customer users with more advanced needs.**
Partner Community	Partner Community Partner Community Login	Partners of all types.** Sold as users and/or usage
External Apps	Partner Community Partner Community Login	Partners of all types with more advanced needs.**

https://help.salesforce.com/articleView?id=users_license_types_communities.htm&type=0



Customer Community SKUs



3 Opções

Customer

Cenários simples e grandes volumes B2C

- Acesso ao modelo de dados de Service (cases, knowledge, etc.)
- Acesso aos custom object
- Compartilhamento limitado via [Sharing Sets](#)
- Usuários clientes do site podem ser criados por Person Account

Customer Plus

Cenários B2C complexos, B2B e B2B2C

- Compartilhamento total (acesso indireto a registros , ex.: householding)
- Reports e dashboards
- Ferramentas para usuário delegado
- (+ *Customer*)

Customer / Customer Plus (Industry)

For Time To Market Acceleration

- Modelo de dados estendido de Industry
- Fluxos estendidos de Industry
- Templates e componentes
- (+ *Customer ou Customer Plus license features*)

* Provisions Customer user licenses with special Industry permission set licenses



Core Industry Cloud Data Model

- Some core Industry objects may be available across all licenses.
- This varies by Industry Cloud. Further documentation is provided in a later slide.

One org can have both Customer and Customer Plus licenses.

Customer can support 10M users per org without approval; 10M+ requires a [LDV DSR](#).

Customer Plus can support 1M users per org without approval; 1M+ requires a [LDV DSR](#).

https://help.salesforce.com/articleView?id=users_license_types_communities.htm&type=0

Partner Community SKUs

3 Opções



Partner

Cenários típicos de Partner

- Modelo de dados do Sales (ex.: leads, opportunities, quotes, orders, etc.)
- Modelo de dados do Service
- Custom object
- Role-based sharing e external account hierarchies
- Territórios

External Apps*

Cenários complexos de Partner & Custom Sites

- 100 custom objects
- Data storage adicional
- File storage adicional
- (+ *Partner license*)

* Provisions Partner licenses with Org Add-Ons

External Apps (Industry)*

For Time To Market Acceleration

- Modelo de dados estendido de Industry
- Fluxos estendidos de Industry
- Templates e componentes
- (+ *External Apps features*)

* Provisions Partner user licenses with special Industry permission set licenses



Core Industry Cloud Data Model

- Some core Industry objects may be available across all licenses.
- This varies by Industry Cloud. Further documentation is provided in a later slide.

One org can have both Customer / Customer Plus and Partner licenses.
Partner can support 1M users per org without approval; 1M+ requires a [LDV DSR](#).

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A vibrant, stylized illustration of a forest scene. The background is a clear blue sky with three small, white, fluffy clouds. The top and bottom edges of the frame are decorated with lush green foliage, including various leaves and small flowers in shades of pink, yellow, and purple. On the left and right sides, the brown trunks of large trees are visible. In the lower-left area, a small orange butterfly is shown in flight. The overall style is bright and cheerful, typical of children's book illustrations.

Thank You